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Instructions for marking type for United  
states Department of agriculture publications  
1940

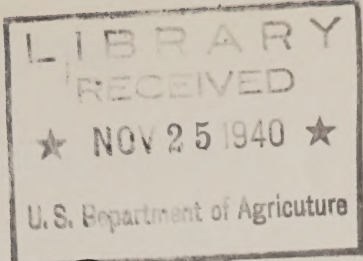


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# INSTRUCTIONS

for marking type for  
United States  
Department of Agriculture  
publications

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PREPARED BY THE DIVISION OF PUBLICATIONS  
USDA  
OFFICE OF INFORMATION

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The Division of Publications has carefully considered the advisability of adopting more modern type faces for the headings of some of the series of Department publications. In cooperation with the Government Printing Office, new selections have been made for the Technical Bulletins, Circulars, and Farmers' Bulletins. A list of these approved headings is here included, together with those for the other series.

These instructions supersede all previous ones regarding marking of type.

M. C. MERRILL,  
CHIEF OF PUBLICATIONS.

ISSUED JANUARY 1940





# TECHNICAL BULLETINS

## COVER

Technical Bulletin No. — and date→ *case X10C c. and s.c. center.*

Title→ *case X11G c. and l.c. center.*

By and author's title, division, and bureau→ *case X11B c. and l.c. center.*

Author's name→ *case X11B caps center.*

United States Department of Agriculture, Washington, D. C.→  
*case X10C c. and s.c. center.*

## HALF TITLE

Paste copy of designed heading on first page of copy and mark type as follows:

Technical Bulletin No. — and date (above the headpiece)→  
\* *X11C italic center.*

Title→ *case X10F c. and l.c. center.*

Author's name (separate line if only one author)→ 8 pt. *c. and s.c.*

Title→ 8 pt. *italic l.c.*

Division and bureau→ 8 pt. *italic c. and l.c.*

Contents→ *case X10C caps center.*

Contents (first and secondary heads)→ 6 pt. *half measure.*

Under the list of contents→ No. 60 rule.

## TEXT

Five series or sizes of center heads and two of side heads are available.

Mark center heads in the following descending order→ *case X10C caps,*  
*case X10C c. and s.c., case X10C s.c., 8 pt. s.c., 10 pt. italic c. and l.c.*

Mark side heads (to be followed by a period and 1-em dash)→  
10 pt. *c. and s.c., 10 pt. italic c. and l.c.*

When it is desirable to mention the cooperation between the United States Department of Agriculture and an experiment station the following form may be used on the cover under the line "United States Department of Agriculture, Washington, D. C." In cooperation with the — State Agricultural Experiment Station, or, Agricultural Experiment Stations of — → *case X10B c. and s.c.*

The following form: United States Department of Agriculture, Bureau of —, in cooperation with the — Agricultural Experiment Station→ *case 243 c. and l.c.,* should appear on the title page immediately under the author's name, title, and position.

## COVER

Mark Circular No. ——— → *case X9C c. and l.c. center.*  
 The title, and the author's name, title, and position to be enclosed with→  
 No. 29 rule *and a* No. 62 rule *immediately above and below.*

Title→ *case X9G c. and l.c. center.*

Date (years), if part of title→ *case X9F center.*

Author's name→ *case X9B caps;* title, division, and bureau→  
*case X9B c. and l.c. center.*

United States Department of Agriculture→ *case X9C caps center.*

Washington, D. C., and date→ *case X9B caps center.*

## HALF TITLE

Paste copy of heading on first page of copy or mark as follows:

Circular→ *case X8I c. and l.c.,* No. ——— → *case X8F.*

Date and Washington, D. C.→ *case X8E c. and l.c.*

United States Department of Agriculture→ *case X8E s.c.,*

No. 62 rule *and two* No. 29 rules *immediately beneath.*

Title→ *case X8F c. and l.c. center.*

Author's name→ 8 pt. *c. and s.c.,* title→ 8 pt. *italic l.c.*

Division and bureau (all run in)→ 8 pt. *italic c. and l.c.*

"Contents"→ *case X8D caps center.*

Contents (first and secondary heads)→ 6 pt. *half measure.*

Under the list of contents→ No. 62 rule.

## TEXT

Five series or sizes of center heads and two of side heads are available.

Mark center heads in the following descending order→ *case X8D caps,*  
*case X8D c. and s.c., case X8D s.c.,* 8 pt. *s.c.,* 10 pt. *italic c. and l.c.*

Mark side heads (to be followed by a period and 1-em dash)→  
 10 pt. *c. and s.c.,* 10 pt. *italic c. and l.c.*

In case it is desirable to mention cooperation with an agricultural experiment station, the same form as mentioned under Technical Bulletins should be used. On the cover, below Washington, D. C., and date→ *case X9B s.c.,* on title page→ 8 pt. *roman.*



# FARMERS' BULLETINS

## COVER

A designed cover page to be prepared should contain the title→ United States Department of Agriculture, and Farmers' Bulletin No. —.

## HALF TITLE (PAGE 1)

Title→ *case X6E caps.*

Author's name (with title, etc., run in)→ 8 pt. *c. and s.c.*

Title→ 8 pt. *italic l.c.*

Division and bureau→ 8 pt. *italic c. and l.c.*

Contents→ *case X6D c. and l.c.*

List of contents (first and second series of heads)→ 6 pt. *half measure.*

Use a 2-line initial letter and caps for one or more words at the beginning of the epitome and the text.

## EPITOME (BACK OF TITLE PAGE)

10 pt. *eulogy leaded, in rules.*

Washington, D. C., and Issued . . . . ., 194. . → 6 pt. *eulogy.*

## TEXT

Three series of center heads should be sufficient for most Farmers' Bulletins, but four series of center heads and two of side heads are available, Mark center heads in the following descending order→ *case X6C caps. case X6B caps; case X6B c. and l.c., 10 pt. italic c. and l.c.*

Mark side heads (to be followed by a period and 1-em dash)→

10 pt. *c. and s.c., 10 pt. italic c. and l.c.*

## LEAFLETS

It is intended that the Leaflet series shall be elastic in typographical design and each leaflet carry a designed title page. Considerable latitude may be exercised in the selection of type for heads and text, and in the make-up. The Printing Section of this office will be glad to assist bureau editors in these matters, if necessary, for it is important that the leaflets should be as attractive in appearance as possible. If no special type or unusual features are adopted the leaflets may be marked as follows:

Title→ *case 272 caps.*

Author's name (with title, etc., run in)→ 8 pt. *c. and s.c.*

Author's title→ 8 pt. *italic l.c.*

Author's division and bureau→ 8 pt. *italic c. and l.c.*

First series of heads→ *case 270 c. and l.c.*

Second series of heads→ *case 269 c. and l.c.*

Third series of heads (though ordinarily there should be none)→ 8 pt. *s.c.*

## STATISTICAL BULLETINS

United States Department of Agriculture→ *case 174 caps.*

Statistical Bulletin No. — → *case 173 caps.*

Washington, D. C., and date→ *case 173 c. and l.c.*

### COVER

Title→ *case 175 caps.*

Author's name→ *case 173 c. and l.c.*

Author's title, division, and bureau→ *case 172 c. and l.c.*

### HALF TITLE

Title→ *case 174 caps.*

Author's name→ 8 pt. *c. and s.c.*; title→ 8 pt. *italic l.c.*; division and bureau (run in)→ 8 pt. *italic c. and l.c.*

Contents→ *case 129 caps.*

Main and secondary heads→ *case 130 and 129 caps.*

## MISCELLANEOUS PUBLICATIONS

For publications of octavo size, if no special arrangement is desired:

United States Department of Agriculture→ *case 262 caps.*

Miscellaneous Publication→ *case 260 caps.*

Washington, D. C., . . . . . 194. . → *case 268 c. and l.c.*

Title→ *case 272 caps.*

Mark text headings as for Technical Bulletins.

# JOURNAL OF AGRICULTURAL RESEARCH

Title→ *case 121 caps.*

Author's name (separate line for one author)→ 8 pt. *c. and s.c.*

Author's title→ 8 pt. *italic l.c.*

Author's division and bureau (or station)→ 8-pt. *italic c. and l.c.*

## TEXT

Mark first series of heads→ *case 120 caps*; second→ *case 119 caps*; third→ 8 pt. *c. and s.c.*, fourth→ 8 pt. *s.c.*, fifth→ 10 pt. *c. and s.c. side head*.

Set taxonomic descriptions→ *in 8 pt. solid with 8 pt. c. and s.c. side heads.*

## SERVICE AND REGULATORY ANNOUNCEMENTS

All Service and Regulatory Announcements→ *should be set in 8 pt. solid.*

Mark S. R. A., bureau or board designation and number (for example, S. R. A.-B. A. E. 97)→ *in upper left-hand corner, and "Issued . . . . ., 194 . ."*→ *in upper right-hand corner in 6 pt.*

United States Department of Agriculture→ *case 132 c. and l.c.*

Name of issuing bureau→ *case 129 caps.*

Service and Regulatory Announcements No. ——— → *case 130 caps.*

Title→ *case 131 caps.*

For two series of center heads→ *case 130 and 129 caps.*

For three series of center heads→  
*case 130 and 129 caps and 8 pt. s.c.*

For four series of center heads→  
*case 130 caps, case 129 caps, case 130 c. and l.c., and 8 pt. s.c.*

For five series of center heads→ *use the above and 8 pt. italic c. and l.c.*

For side heads→ *case 130 c. and l.c.*

When Service and Regulatory Announcements consist of rules and regulations mark:

Title→ *case 131 caps.*

Regulation (number and title)→ *case 130 c. and l.c.*

Section (number)→ 8 pt. *s.c. side head.*

Paragraph (number)→ *italic side head.*



# ANNUAL REPORTS OF BUREAU CHIEFS

Main heading (Report of the Chief of the Bureau of . . . . ., 194. .)→  
*case 131 caps.*

Letter of transmittal and text→ 10 pt. *octavo*.

United States Department of Agriculture and Bureau of . . . . .→  
10 pt. *c. and s.c.*

Washington, D. C., and date→ 10 pt. *italic c. and l.c.*

First series of heads→ *case 130 caps.*

Second series of heads→ *case 129 caps.*

Third series of heads→ 8 pt. *s.c.*

Fourth series of heads (followed by period and 1-em dash)→ *italic side.*

If another series of heads is necessary→ *use 8 pt. c. and s.c.*

In those reports in which parts are prepared by division or office chiefs→  
set name in 6 pt. *c. and s.c.*, and title or "in charge"→ *in 6 pt.*

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